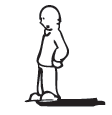
*Business Model Canvas*

*1.Customer Segments:*

* For whom are we creating value?
* Who are our most important customers?

*Mass Market.*

*Niche Market.*

*2.Value Propositions:*

* What value do we deliver to the customer?
* Which one of our customer’s problems are we helping to solve?
* What bundles of products and services are we offering to each Customer Segment?
* Which customer needs are we satisfying?
* *Newness*
* *Performance*
* *Customization*
* *“Getting the Job Done”*
* *Design*
* *Price*
* *Cost Reduction*
* *Risk Reduction*
* *Accessibility*
* *Convenience/Usability*

*3.Channels:* 

* Through which Channels do our Customer Segments
* Want to be reached?
* How are we reaching them now?
* How are our Channels integrated?
* Which ones work best?
* Which ones are most cost-efficient?
* How are we integrating them with customer routines?

*4.Customer Relationships: *

* What type of relationship does each of our Customer
* Segments expect us to establish and maintain with them?
* Which ones have we established?
* How are they integrated with the rest of our business model?
* How costly are they?

**Examples**

* *Personal assistance*
* *Self-Service*
* *Automated Services*

*5.Revenue Streams:* 

* For what value are our customers really willing to pay?
* For what do they currently pay?
* How are they currently paying?
* How would they prefer to pay?
* How much does each Revenue Stream contribute to overall revenues?

*6.Key Resources: *

* What Key Resources do our Value Propositions require?
* Our Distribution Channels? Customer Relationships?
* Revenue Streams?

**Types of resources:**

* *Physical*
* *Intellectual (brand patents, copyrights, data)*
* *Human*
* *Financial*

*7.Key Activities: *

* What Key Activities do our Value Propositions require?
* Our Distribution Channels?
* Customer Relationships?
* Revenue streams?
* *Categories*
* *Production*
* *Problem Solving*
* *Platform/Network*

*8.Key Partners: *

* Who are our Key Partners?
* Who are our key suppliers?
* Which Key Resources are we acquiring from partners?
* Which Key Activities do partners perform?
* **motivations for partnerships:**
* *Optimization and economy*
* *Reduction of risk and uncertainty*
* *Acquisition of particular resources and activities*

*9.Cost Structure: *

* What are the most important costs inherent in our business model?
* Which Key Resources are most expensive?
* Which Key Activities are most expensive?
* **Is your business more:**
* *Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)*
* *Value Driven ( focused on value creation, premium value proposition)*
* **Sample characteristics:**
* *Fixed Costs (salaries, rents, utilities)*
* *Variable costs*
* *Economies of scale*
* *Economies of scope*